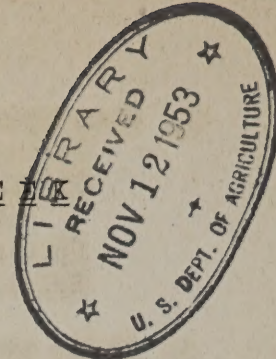


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UNITED STATES DEPARTMENT OF AGRICULTURE
Extension Service
Washington 25, D.C.

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NATIONAL HOME DEMONSTRATION WEEK
May 4-11, 1947



TODAY'S HOME BUILDS TOMORROW'S WORLD

Suggestions for State and County Activities

National Home Demonstration Week provides an opportunity to inform many people of the resources of the Extension Service and land-grant colleges that are available to them through home demonstration work. It also provides an opportunity to obtain wider recognition of some of the most important problems that affect rural families. Successful results may be used to illustrate the benefits of home demonstration work to rural and urban families. The theme, "Today's Home Builds Tomorrow's World," may be used with additional slogans to relate home demonstration work to family, community, national, and international welfare.

No doubt committees of State leaders, supervisors, specialists, and editors are already working on plans for the week. The following suggestions may be helpful to you in developing plans for State and county activities.

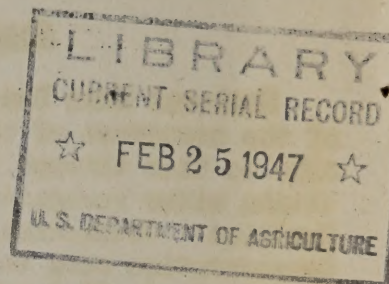
General

1. Emphasize some of the major problems which concern families and communities and how home demonstration work with the cooperation of local volunteer leaders and groups helps to solve such problems. Included would be housing, medical and hospital facilities, health, food supplies and nutrition, parent education and the training of children, satisfying home life, income and financial management; using every means available such as the press, radio, circular letters, meetings of organizations and groups.
2. The week may well be used in a wide development of --
 - a. Sustained educational program on home demonstration work.
 - b. Appreciation of major problems and the participation of more people in planning and executing extension programs.
 - c. Enlisting additional local leadership.
3. Early participation and full cooperation of all State and county extension workers is desirable in making plans for Home Demonstration Week.
4. Point up accomplishments of home demonstration work in local communities.
5. Obtain full support and active cooperation of farm organizations, home demonstration groups and clubs, civic groups, businessmen's clubs, women's clubs, schools, churches, and public institutions.
6. Extensive use of theme, "Today's Home Builds Tomorrow's World," attracts wide attention.

Press and Radio

1. Statements from the Governor, college presidents, deans, extension directors, and other outstanding public officials and prominent citizens should be sought and used to the fullest in press releases, radio broadcasts, and public meetings.

2. Newspaper editors can be encouraged to assist by:
 - Giving wide publicity to programs now under way.
 - Stories of families and communities benefited by the assistance of the Extension Service.
 - Special feature articles.
 - Special illustrated editions.
3. Radio stations could be asked to cooperate by using:
 - Special programs and announcements.
 - Talks or interviews by local women.
 - Stories by older 4-H Club members or older youths.
 - Talks or interviews by State or county officials.
 - Releases supplied by extension workers.
 - Programs for special listening groups.



Meetings

1. Special luncheons or dinners featuring home demonstration work.
2. County or community achievement programs with exhibits illustrating home demonstration work.
3. Special recognition of local leaders, featuring their contribution to their communities.
4. Special programs in home demonstration groups during Home Demonstration Week.
5. Local groups listen to home demonstration programs on national networks.
6. Home demonstration workers or local leaders might speak before local organizations. Rural ministers might use the home and its influence as a theme for a sermon.

Exhibits, Posters, Tours, and Other Means

1. Exhibits of home demonstration work at meetings, in stores, banks, and other public places.
2. Special shopping days with home demonstration work featured in advertisements.
3. Posters when feasible; 4-H Clubs and schools may wish to prepare them.
4. Local motion picture houses may run theme and call attention to home demonstration work on the screen during the week.
5. Any special State, county, or community goals may be featured in many ways.
6. Tours to see results of home demonstration work.
7. Records of activities should be kept for use in compiling reports.
8. Circular letters to prominent citizens and groups about week, home demonstration work, etc.

Copies sent to State extension directors, State home demonstration leaders, State extension editors, and district home demonstration agents.